

# INSIDE PAGE

31.5 Column Inches

Column 1

Column 2

Column 3

2 column inches

1 column inch

1/2 column inch

Margin  
leave 1/4"  
all around

Each inside page ad area (in yellow) is 8" wide & 10.5" high. This gives you space for 3 columns, each one 2.66" wide and 10.5" high. A column that is 10.5" high gives you 10.5 column inches. So you get 31.5 total column inches (3 x 10.5) to sell with a typical 3-column inside page layout.

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